

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



62.31

LIBRARY  
FEB 20 1925  
U.S. DEPT. OF AGRICULTURE

**1925  
Price List**

**WHOLESALE PLANTS**

**Bedding Stock  
Pot Plants**



**DEEMER FLORAL CO.**

**Member of F. T. D.  
BOWLING GREEN, KY.**

## **Caution!**

Do not put off until tomorrow that order which should be placed today. Too often, customers are badly disappointed by waiting until certain varieties are sold out—thus receiving only a partially filled order.

To insure good service on Rooted Cuttings, it is very necessary to place your order in advance. This, again, often saves the disappointment of a half-filled order.

Chrysanthemum orders should be booked at once upon receipt of this price list. Do not wait until the rush of late spring comes on. Make your reservations now.

**DEEMER FLORAL COMPANY**

## **OUR SPECIALTY:**

### **Rooted Cuttings and 2 1-4 Inch Pot Plants.**

We Grow These in Immense Quantities and Can  
Make Prompt Shipments.

## **NOTICE!**

We will make every effort to have a good supply of Rooted Cuttings of all varieties every day throughout the season and make every shipment as promptly as possible. It often happens during the busy season that orders come in very rapidly, and the supply of certain varieties is all sold before another lot is quite ready. For that reason orders for rooted cuttings should be sent in several days before cuttings are wanted.

## **OUR GUARANTEE**

We guarantee all cuttings, plants, and bulbs we send out to be in a good growing condition and properly packed as light as possible to secure safety, but we give no warranty, expressed or implied, as to description, quality, productiveness, of any seeds,, bulbs or plants we send out and we will not be in any way responsible for the crop.

## **TERMS--CASH WITH ORDER**

Our prices are as low as good, clean plants can be sold. The only way that we can maintain these low prices is to adhere strictly to the rule of CASH WITH ORDER. Goods desired C. O. D. must be accompanied by one-fourth value remittance with order to guarantee acceptance.

**DEEMER FLORAL CO.**



Achyranthes

A good bright-colored foliage plant for border work. Can be used effectively in window boxes with other plants. **Red, Green & Yellow.**

2 1/4 inch .....	\$4.00	.....
------------------	--------	-------

Ageratum

**Stella Gurney**—Best standard variety; 10 to 12 inches high, compact and bushy.

Rooted cuttings .....	1.00	\$ 9.00
2 1/4 inch .....	3.00	28.00

**Fraseri**—*A splendid new variety which flowers freely—a solid mass of blue: dwarf habit.*

Rooted cuttings .....	2.00	.....
2 1/4 inch .....	4.00	.....

Alternantheras

Bright foliage plants of dwarf habit. Used extensively for edging and design bedding.

**Aurea Nana**—Bright yellow foliage, standard variety.

2 1/4 inch .....	3.00	28.00
------------------	------	-------

**Paronychiodes**—Orange red to crimson; a desirable dwarf variety.

2 1/4 inch .....	3.00	28.00
------------------	------	-------

Alyssum

A very useful little plant, for design work, filling boxes, baskets and lining outdoors beds.

**Double Giant**—Best variety

Rooted Cuttings .....	1.50	14.00
2 1/4 inch .....	3.00	28.00

Asparagus

Every florist has a corner which can be used to advantage for growing greens.

**Plumosus**—Primarily a decorative green, but should be carried in small pots for making up fern dishes, window boxes, and plant baskets.

2 1/4 inch .....	5.00	48.00
------------------	------	-------

**Sprengeri**—A long pendant growth, for many purposes superior to plumosus.

2 1/4 inch .....	4.00	38.00
------------------	------	-------

Begonias

SMALL FLOWERING OR BEDDING SORTS

These beautiful plants bloom all year around, fine for pot plants at Xmas, or good bedding stock.

**Chatelaine**—Supreme.

2 1/4 inch .....	6.00	58.00
------------------	------	-------

**Chatelaine**—Red or pink.

2 1/4 inch .....	5.00	48.00
------------------	------	-------

**Luminosa**—Red, 2 1/4 inch.....

.....	5.00	48.00
-------	------	-------

**Prima Donna**—Good soft pink,

2 1/4 inch .....	5.00	48.00
------------------	------	-------

**Salmon Queen**—2 1/4 inch.....

.....	5.00	48.00
-------	------	-------

LARGE, FANCY LEAF TYPES

Easy to root, a paying crop for the small florist.

**Pres. Carnot**—Large, brownish leaves, with bright carmine flowers in cluster.

2 1/4 inch .....	8.00	75.00
------------------	------	-------

**Otto Hacker**—Great clusters of coral-red flowers, large green pointed leaf.

2 1/4 inch .....	8.00	75.00
------------------	------	-------

**Thurstonii**—Large glossy green leaf, reddish underneath, flowers pink cluster.

2 1/4 inch .....	8.00	75.00
------------------	------	-------

**Mad. De Lesseps**—Foliage a beautiful green with large white flower.

2 1/4 inch .....	8.00	75.00
------------------	------	-------

**Corallina de Lucerne**—*A wonderful new fancy leaf-type—rich green leaf spotted white and reddish bronze underneath — beautiful red flower — a choice plant.*

2 1/4 inch .....	12.00	.....
------------------	-------	-------

## Chrysanthemums

If ever a crop filled in a vacant period for the average florist, it is the chrysanthemum. They come when his benches are emptied of bedding stock and leave in time to make way for the winter flowers. In the commercial varieties listed below, he will cut continuously during the season. And, if desired, the late Mistletoes will carry on after Xmas until carnations and roses come in full crop.

### WHITE

	Date of Bud	Per 100	Per 1000
<b>Smiths Advance</b> — A large flower, which takes preference over all early whites.	July 5		
Rooted Cuttings.....		\$3.00	\$30.00
2¼ inch .....		4.00	38.00
<b>Estelle or Polly Rose</b> — A solid flower, easy to grow, popular with the trade	July 15		
Rooted Cuttings .....		3.00	30.00
2¼ inch .....		4.00	38.00
<b>October Frost</b> —A very popular early white—large spreading bloom.	Aug. 10		
Rooted Cuttings.....		3.00	30.00
2¼ inch .....		4.00	38.00
<b>Oconto</b> — Early mid-season, a white Japanese incurved — rigid stem, good foliage.	Aug. 15		
Rooted Cuttings .....		3.00	30.00
2¼ inch .....		4.00	38.00
<b>Betsy Ross</b> —A good producer of perfect blooms, incurved form and pure color—not confined to a definite date.	Aug. 25		
Rooted Cuttings .....		3.00	30.00
2¼ inch .....		4.00	38.00
<b>Chas. Rager</b> — Incurving form flower much like Bonnafon—foliage perfect. One of the best for commercial growers.	Aug. 25		
Rooted Cuttings .....		3.00	30.00
2¼ inch .....		4.00	38.00

### YELLOW

<b>Lynwood Hall</b> —A late white, noted for its purity of color.	Date of Bud Sep. 10	Per 100	Per 1000
Rooted Cuttings .....		3.00	30.00
2¼ inch .....		4.00	38.00
<b>Mistletoe</b> —A Commercial variety—best late—can be held until Xmas.	Sept. 30		
Rooted Cuttings .....		3.00	30.00
2¼ inch .....		4.00	38.00
<b>Golden Queen</b> — First fine yellow, incurved form, grows double from any bud.	Aug. 10		
Rooted Cuttings .....		3.00	30.00
2¼ inch .....		4.00	38.00
<b>Chrysolora</b> —A choice October bloom, beautiful color and heavy foliage, considered by many the best early yellow.	Aug. 15		
Rooted Cuttings .....		3.00	30.00
2¼ inch .....		4.00	38.00
<b>Marigold</b> — Larger, brighter than Golden Wedding in color. Should be planted early and take first crown bud. A good Commercial producer.	Sept. 1		
Rooted Cuttings .....		3.00	30.00
2¼ inch .....		4.00	38.00
<b>Roman Gold</b> —A deep, yellow with sturdy stem and beautiful foliage—grows well with reasonable attention.	Sept. 15		
Rooted Cuttings.....		3.00	30.00
2¼ inch.....		4.00	38.00
<b>Richmond</b> —A decided favorite of mid-season for commercial growers. Its points are good color, stem and perfect form.	Sept 15		
Rooted Cuttings.....		3.00	30.00
2¼ inch.....		4.00	38.00
<b>Whittier</b> — Incurved, solid bloom—holds well for shipping.	Sept. 20		
Rooted Cuttings.....		3.00	30.00
2¼ inch.....		4.00	38.00

Chrysanthemums  
(CONTINUED)

	Date of Bud	Per 100	Per 1000
<b>Celebration</b> —A good, deep yellow sport from yellow Eaton Whittier and Celebration rank in late season as do Chrysolora and Tiger in early season.	Sept. 30		
Rooted Cuttings.....		3.00	30.00
2¼ inch.....		4.00	38.00
<b>Golden Mistletoe</b> —The commercial growers' late favorite—can be held until Xmas. Fills the bill until winter crops come in strong.	Sept. 30		
Rooted Cuttings.....		3.00	30.00
2¼ inch.....		4.00	38.00
<b>Bronze Mistletoe</b> —A sport of Golden Mistletoe with a good color varying from yellow to deep bronze. Xmas and after.			
Rooted Cuttings.....		5.00	
2¼ inch.....		6.00	
PINK			
<b>Unaka</b> — Holds first rank in early pinks—long stem, good foliage, in curved bloom	Aug. 5		
Rooted Cuttings .....		3.00	30.00
2¼ inch .....		4.00	38.00
<b>Early Rose</b> —Rose pink shade which takes well with the trade — incurved form.	Aug. 20		
Rooted Cuttings .....		\$3.00	\$30.00
2¼ inch .....		4.00	38.00
<b>Dr. Enguehard</b> —Fine commercial variety — a pleasing pink. Use late bud for best bloom.	Sept. 5		
Rooted Cuttings.....		3.00	30.00
2¼ inch.....		4.00	38.00
<b>Pink Chieftain</b> —A globular incurved bloom, full and round—stem and foliage above criticism. Grows well under varied conditions.	Sept. 10		
Rooted Cuttings.....		3.00	30.00
2¼ inch .....		4.00	38.00

	Date of Bud	Per 100	Per 1000
<b>Mrs. E. A. Seidewitz</b> —	Sep. 25		
For a late November pink, nothing better could be desired; lavender shade, strong stem, good foliage.			
Rooted Cuttings.....		3.00	30.00
2¼ inch.....		4.00	38.00
<b>Pink Mistletoe</b> —	Oct. 15		
A wonderful new Xmas Chrysanthemum in a beautiful pink shade, which will prove to be your greatest investment. This variety is strong, healthy and can be held in bloom for a month past Xmas. A life saver between Holidays and early spring.			
Rooted Cuttings.....		5.00	
2¼ inch.....		6.00	

Pompons

Commercial growers are noticeably favoring the Pompon variety more each year. They fill many orders on the florist's list—bunches for the table, funeral designs, and general decorative purposes. The cut flower can be moderately priced and yield a good financial return.			
Rooted Cuttings .....	\$3.00	\$30.00	
2¼ inch .....	4.00	38.00	

WHITE

<b>White Doty</b> —A sport from Lillian Doty—large flowered on long stems—best early white.			
<b>Diana</b> —A fine pure white variety of large size.			
<b>Helen Newberry</b> —Possibly the best and also the latest of white pompons. Unsurpassed for cut sprays.			

YELLOW

<b>Eugene Langaulet</b> —One of the best in small mums. Shiny, golden yellow, lasting well when cut in sprays.			
<b>Golden Climax</b> —Very free and long stemmed—good for small grower.			
<b>Frank Wilcox</b> —(Mrs. Frank Beu)—A splendid Thanksgiving bronze-red—pleases all growers			



IF YOU ARE A MEMBER PLEASE HAND THIS TO SOME FRIEND

***Special Offer***

Garden Magazine &  
Home Builder  
(yearly rate \$3.00)  
and membership in  
American Gladiolus Society  
(annual dues \$2.00)

**BOTH for only \$4.00**

Garden Magazine & Home  
Builder is the most reliable,  
timely and complete guide  
for the garden. Each  
month, it covers the garden  
work for that month.

The A. G. S. will send you its  
Quarterly Magazine, devoted  
solely to Gladiolus.

**This combined, unusual  
service will aid with every  
problem of your garden.**

Name \_\_\_\_\_

Street and No. \_\_\_\_\_

City or Town \_\_\_\_\_

State \_\_\_\_\_

Amateur or Professional \_\_\_\_\_

Send your application and \$2.00 to  
**The Sec'y & Treas. JOHN C. DAVIS, 77 South Ave., Rochester, N. Y.**

**OFFICERS FOR 1923-24**

*Pres.*, Dr. F. E. Bennett, St. Thomas, Ont.

*Vice Pres.*, C. E. Lozier, Elyria, Ohio

***Executive Committee***

C. R. Hinkle, St. Joseph, Mich., *Chairman*

Dr. S. Irving Moody, Brockton, Mass.

F. H. Stevens, Lacona, N. Y.

BECOME A MEMBER OF THE AMERICAN GLADIOLUS SOCIETY

# The Gladiolus, The King of Flowers

---

Do you grow Gladiolus in your garden? Can you grow the sturdy, beautiful spikes such as you see in your Florist's windows? Do you know what it means to you to save and grow your cormels? Did you ever realize the vast amount of pleasure there is in growing this flower from seed? If you have not realized all these pleasures, is it because of lack of knowledge? There is no secret to them. If you belong to the American Gladiolus Society you will receive its official Magazine which explains all these things and teaches you how to grow them as good as the professional. The Magazine will also teach you the best varieties and the proper colors to grow for different effects and purposes.

Why have nearly three thousand amateurs joined the Society in the past five years? It is "in search of knowledge" and the best place to find it is in the columns of the A. G. S. Official Bulletin which is sent free to members.

The Garden Magazine & Home Builder is published in a 20-acre garden,—a vast experimental station. Here every new plant, new spray and insecticide and new cultural method is tested. The results come to you each month in this reliable, fully illustrated periodical. It helps with every phase of garden work in every kind of a garden.

Beginning with its September issue, this magazine was enlarged, its policy broadened, its name changed to Garden Magazine & Home Builder,—to help with the house as well as with the garden. With more garden material than ever, this is the best garden and home magazine published.

## *SPECIAL OFFER :*

Garden Magazine & Home Builder and Membership in the A. G. S.	} \$4.00
---	----------

	Per 100	Per 1000		Per 100	Per 1000
--	------------	-------------	--	------------	-------------

Pompons  
(CONTINUED)

- Quinola**—Large flowers, golden yellow, form and size correct—a good mid season.
- Xmas Gold**—A December yellow, bright and clean—deservedly popular.
- Hilda Canning**—Small flower, very attractive bronze.

PINK

- Lillian Doty**—The pink par excellence—large flower, and a good producer—early.
- Leota**—Form of a feverfew good habit and stem.
- Little Gem**—As the name implies—a beautiful small pink flower—a good seller.
- Western Beauty**—Deep rose pink—flowers good size—the best late pink.

Anemones

- Izola**—A beautiful pink color—may be grown either as pot plant or for cutting sprays.
- Mrs. Wm. Buckingham**—Rose-pink shade—very popular single type—rather large flower.
- John A. Stuart**—A single bronze—good standard variety.

Clematis

- Paniculata**—Flowers are creamy white, star-shaped, and the clusters completely cover the vine—adapts itself to all conditions.
- 4 inch pot grown, 2 yrs. old....

12.00	....	....
-------	------	------

Coleus

- Rooted Cuttings .....
- 2¼ inch .....
- Beckwith Gem**—A red border with a maroon center, edged in green—one of the best.
- Golden Bedder**—As name implies—a beautiful golden color—old variety—none better.

1.50	14.00
3.00	28.00

- Verschaffelti** — The standard crimson coleus.
- Firebrand**—Bright maroon color.
- Queen Victoria**—Cardinal red with golden border.
- Trailing Queen**—Fringed leaf, pink to crimson, especially well adapted for window boxes, etc.

**Yellow Trailing Queen**—White and green with yellow border—a beautiful plant.

**Pink Verchaffelti**—Green scalloped edge.

**Defiance**—Crimson shade with golden border.

**Lyons**—A beautiful yellow with delicate markings, a fine bedding plant.

**Lord Palmerston**—A popular bedding variety, with velvet, maroon center with dark crimson variation.

**Coleus Sunshine** — *Our new trailing coleus, red edged with white, bordered with green and gold meets with general approval.*

Rooted Cuttings .....	3.00	28.00
2¼ inch .....	6.00	55.00

Feverfew

- Little Gem**—The very best variety for commercial growing—dwarf in form, 10 to 15 inch high and a perfect mass of bloom.

2¼ inch .....	5.00	48.00
---------------	------	-------

Fuschias

A well-known variety of plants which should be used more extensively. They make splendid pot plants and do well when planted out in partially shaded positions.

Six Best Varieties Assorted—

Rooted Cuttings .....	2.00	18.00
2¼ inch .....	4.00	38.00

Geraniums

Possibly the most important of all bedding plants. Our stock is all grown indoors, where it can be properly watered and kept free from disease. Hence, you are assured good strong plants, selected and uniform.

**Alphonse Ricard**—A beautiful double variety of bright vermilion shade; large tresses borne on long stems above a beautiful foliage.

2¼ inch .....	5.00	48.00
---------------	------	-------

**S. A. Nutt**—The darkest and richest red geranium grown to-day. Clean and healthy habit—a favorite as pot plants and bedding stock.

2¼ inch .....	5.00	48.00
---------------	------	-------

**Beaute Poitevine**—A general favorite and considered by florists to be the best of semi-double geraniums of salmon color. Its beautiful pink shades into white.

2¼ inch .....	5.00	48.00
---------------	------	-------

**Mrs. E. G. Hill**—A good soft light salmon of the single variety, exceptionally strong and vigorous—good bedder and pot stock.

2¼ inch .....	5.00	48.00
---------------	------	-------

**Barney**—Fine dark pink—double and extra good bloomer—part of every florist's geranium list.

2¼ inch .....	5.00	48.00
---------------	------	-------

**Mme. Buchner**—A large flowering white geranium which has given excellent results as a bedder or pot plant—bushy and free bloomer.

2¼ inch .....	5.00	48.00
---------------	------	-------

Ivy Geraniums

**Rycroft's Surprise**—The most popular of the type—clear rose pink in color.

2¼ inch .....	6.00	55.00
---------------	------	-------

**Garden's Glory**—Scarlet bright.

2¼ inch .....	6.00	55.00
---------------	------	-------

**Chas. Turner**—Deep pink.

2¼ inch .....	6.00	55.00
---------------	------	-------

Heliotrope

The fragrant heliotrope is a general favorite for growing as bedding plants or indoors as pot plants. For colors and sweet-scented flowers, the heliotrope is unsurpassed.

	Per 100	Per 1000
Rooted Cuttings .....	2.00	18.00
2¼ inch .....	4.00	38.00

**Dennison**—Deep blue with white eye—considered by many to have no equal in fragrance and large flower trusses.

**Mad. Bruent**—Purple shade.

**Larne**—Light blue.

**Centefluer**—*The giant heliotrope—rich deep violet blue with white eye—very desirable variety—good for cut flowers.*

Rooted Cuttings .....	3.00	.....
2¼ inch .....	5.00	.....

Impatiens Sultani

If you handle bedding stock, there is a call for Impatiens to fill shady places around homes with a mass of blooms.

**Red, Orange, Light Pink, Dark Pink, Salmon.**

Rooted Cuttings .....	1.50	14.00
2¼ inch .....	3.00	28.00

English Ivy

Ours is the true large leaf variety—a beautiful vine for covering walls, pillars, etc.

Rooted Cuttings .....	2.00	18.00
2¼ inch .....	4.00	38.00

German or Parlor Ivy

A fast growing climber, splendid for hanging baskets and window boxes.

Rooted Cuttings .....	1.50	14.00
2¼ inch .....	3.00	28.00

Lantanas

These plants will never be out of date for bedding stock—do well in hot sun and dry season outdoors. There is a fine selection in the following varieties:

**Jacob Schultz**—Bright golden yellow, which changes to orange-red.

**Craig**—Scarlet.



Per  
100

Per  
1000

Per  
100

Per  
1000

## Lantanas

(CONTINUED)

**Jarvis**—Cream.

**Biencourt**—Pink.

**M. Schmidt**—Red, orange and yellow—very popular.

**Leo Dex**—Red and orange variegated.

**Francine**—Dwarf pink.

**Weeping**—A beautiful drooping plant for baskets, etc. Produces large clusters of delicate lilac and rose pink flowers.

2 1/4 inch ..... 5.00 48.00

## Moonvine

(Ipomoea Grandiflora)

The showiest of all climbers, growing rapidly and producing large flowers in abundance.

**White Grandiflora; Blue.**

2 1/4 inch ..... 5.00 48.00

## Petunias

The most satisfactory of all annuals for bedding, window boxes and baskets. They flower early and last all summer. There is nothing so bright and cheerful as a bed of petunias.

### SINGLE FLOWER

**Rosy Morn**—Brilliant rose colored shade with white throat—the leader of all dwarf petunias.

2 1/4 inch ..... 3.00 28.00

**Balcony Rose**—Rose pink, semi-trailing habit, with mass of bloom.

2 1/4 inch ..... 3.00 28.00

**Balcony Blue**—Rich, velvet color—fine for window boxes.

2 1/4 inch ..... 3.00 28.00

**Howard Star**—Beautiful free flowering red, marked by a bluish white star in center—very popular.

2 1/4 inch ..... 3.00 28.00

**Snowdrift**—The best white single.

2 1/4 inch ..... 3.00 28.00

**Giant of California**—Strong plants producing large ruffled flowers—all desirable colors.

2 1/4 inch ..... 3.00 28.00

## DOUBLE FLOWER

**White**

**Vesuvius**—Purple.

**Artus**—White and purple.

**Victoria**—White and pink.

2 1/4 inch ..... 5.00 48.00

## Poinsettias

Prepare at once for your Xmas stock of this ever popular plant by placing your order now for July delivery. A 2 1/4 inch plant will make a beautiful pot as December comes again.

2 1/4 inch ..... 8.00 ....

## Salvia

The most gorgeous and effective of bedding stock. Its showy scarlet spikes are welcome on lawns, in beds, or boxes.

**Bonfire**—Compact, two feet in height.

Rooted Cuttings ..... 1.50 14.00

2 1/4 inch ..... 3.00 30.00

**America**—*This wonderful new Salvia will take favor over all dwarf varieties—free branching, producing a mass of scarlet spikes continuously during the summer.*

Rooted Cuttings ..... 2.00 ....

2 1/4 inch ..... 4.00 ....

## Snapdragon

There is no question about the commercial possibilities of this beautiful plant. Always in demand as cut flowers and especially between Xmas and Easter. One of the best crops to follow Chrysanthemums. Our varieties are selected from the best seed and the plants are healthy, ready to bench.

**Philadelphia Pink, Yellow, Helen, White.**

Rooted Cuttings ..... 2.00 18.00

2 1/4 inch ..... 5.00 48.00

Thunbergi

(Black Eyed Susan)

The very best of showy climbers, good for porch boxes or baskets. Flowers white, cream, yellow and orange, each with a black eyed center. A general favorite.

	Per 100	Per 1000
2¼ inch .....	4.00	38.00

Vinca Vine

**Vinca Major Variegata** — A drooping vine of beautiful foliage which the florist seldom buys in sufficient quantities for the trade. No blooming plants in boxes or baskets are complete without vinca. A fern is doubled in value when dressed up with long hangers of vinca.

2¼ inch .....	4.00	38.00
---------------	------	-------

Verbena

Verbenas are as popular as ever for bedding stock. We offer you a fine selection taken from the best strains. Sales are always good and our stock large.

Red, Scarlet, Dark Pink, Light Pink, White-

	Per 100	Per 1000
Rooted Cuttings .....	2.00	18.00
2¼ inch .....	4.00	38.00

Wandering Jew

(Tradescantia)

A common but exceedingly useful plant for box or basket decoration. Every florist needs Wandering Jew to liven up the edge of the show benches and general decorative purposes.

**Tri-color**—Purple, scarlet and white.

**White and Green**—Striped.

Rooted Cuttings .....	1-25	12.00
2¼ inch .....	3.00	28.00





